

In the Claims:

1. A system for designing personalities for synthetic characters, comprising:  
  
a personality trait selection device that displays at least one selectable personality trait; and  
  
a personality builder that groups the selected personality traits into a character profile.
  
2. The system according to Claim 1, wherein:  
  
said personality trait selection device comprises at least one trait indicator, each trait indicator representing an amount of a corresponding one of the selectable personality traits; and  
  
said personality builder weights each selected personality trait in said character profile according to the amount of each selected personality trait represented in the corresponding trait indicator.
  
3. The system according to Claim 2, wherein the trait indicators are graduated dials operating between a high anchor and a low anchor.
  
4. The system according to Claim 2, further comprising:  
  
a personality attribute selection device that displays at least one selectable personality attribute;  
  
and  
  
a mapper configured to map each selected personality attribute into amounts of the trait indicators according to an amount each selected personality attribute is represented in the selectable personality traits.

5. The system according to Claim 2, wherein the selectable personality traits include at least one primary trait of dominance, warmth, conscientiousness, emotional stability, and openness.

sub  
C1  
A1

6. (Amended) A system for designing personalities for synthetic characters, comprising:

- a personality trait selection device that displays at least one selectable personality trait, said personality trait selection device comprises at least one trait indicator, each trait indicator representing an amount of a corresponding one of the selectable personality traits;
- a personality builder that groups the selected personality traits into a character profile, said personality builder weights each selected personality trait in said character profile according the amount of each selected personality trait represented in the corresponding trait indicator;
- a trait indicative behavior selection device that displays at least one selectable trait indicative behavior; and
- a mapper configured to map each selected trait indicative behavior into amounts of the trait indicators according to an amount each selected personality attribute is represented in the selectable personality traits.

7. The system according to Claim 1, wherein said character profile comprises a translation of the selected personality traits into a weighted set of personality traits.

sub  
C1  
A2

8. (Amended) A system for designing personalities for synthetic characters, comprising:

- a personality trait selection device that displays at least one selectable personality trait;

A2  
Cone  
Step 1

a personality builder that groups the selected personality traits into a character profile; and  
a physical modification device configured to modify physical characteristics of said synthetic character based on the character profile.

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9. A method of rendering a personality, comprising the step of:

rendering at least one behavior of a synthetic character based on a character profile having selected personality traits.

10. The method according to Claim 9, wherein said step of rendering includes the step of:

specifying at least one trait indicative behavior; and

implementing behaviors consistent with the trait indicative behaviors.

11. The method according to Claim 10, wherein:

said trait indicative behaviors include at least one primary behavior;

said step of specifying includes the step of specifying a set of releasing mechanisms associated with the specified primary behaviors; and

said step of rendering includes the steps of,

interpreting stimuli external to said personality based on said set of releasing mechanisms, and

rendering said at least one behavior of the synthetic character based on the interpreted external stimuli.

12. The method according to Claim 9, wherein said step of rendering comprises the steps of:  
specifying at least one secondary behavior; and  
implementing the secondary behaviors as one of persistent and episodic behaviors.
13. The method according to Claim 9, wherein said step of rendering comprises the step of:  
modulating an existing behavior based on the character profile.
14. The method according to Claim 9, wherein said step of rendering comprises the step of:  
modifying a construal process utilized by the personality.
15. The method according to Claim 14, wherein said construal process includes processes for  
perception and assessment of situations in an environment of which the personality is located.